

Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application.

Listing of Claims:

1. (Canceled)
2. (Canceled)
3. (Canceled)
4. (Canceled)

5. (Currently Amended) Apparatus for driving a cholesteric liquid crystal display comprising:

- a) the display including cholesteric liquid crystals having a first planar reflective state and a second transparent focal conic state, which are respectively responsive to different applied fields;
- b) an addressing structure having rows and columns of conductors arranged so that when a column and a row overlap, they define a selectable pixel or segment to be viewable or non-viewable;
- c) a switching mechanism operatively coupled to the addressing structure, the switching mechanism structure being operative to output either a first voltage and a second voltage;
- d) at least one column voltage divider for each column and at least one row voltage divider for each row within the addressing structure, the row and column voltage dividers being responsive to the first and second fixed voltages to provide one of two selectable voltages for each column and one of two selectable voltages for each row; and
- e) a selection circuit operatively coupled to the switching mechanism that selects one of either the first or second voltages in accordance with a predetermined scheme wherein the column voltage divider provides one of two voltages for each column and the row voltage divider provides one of two voltages for each row so that a particular pixel or segment will have an applied voltage that will cause the pixel or segment to selectively be in either a transparent or a reflective state.

6. (Original) The apparatus of claim 5 wherein the switching mechanism and the selection circuitry are contained on a single chip.

7. (Previously presented) The apparatus of claim 6 wherein the first voltage is a high fixed voltage that serves as the single chip power source.

8. (Original) The apparatus of claim 6 wherein the second voltage is a reference voltage for the single chip.

9. (Original) The apparatus of claim 5 wherein the voltage dividers further comprise a series of resistors.

10. (Original) The apparatus of claim 5 further including means responsive to an input signal for causing the selection of appropriate diodes to provide the appropriate voltage at a selected pixel or segment of the display.

11. (Currently Amended) A display drive circuit for driving a cholesteric liquid crystal display, the display including cholesteric liquid crystals having a first planar reflective state and a second transparent focal conic state which are respectively responsive to different applied fields, the display further including an addressing structure having rows and columns of conductors arranged so that when a column and a row overlap a pixel or segment is rendered viewable or non-viewable, said circuit comprising:

a switching mechanism operatively coupled to the addressing structure, the switching mechanism structure being operative to output either of a first fixed voltage and a second fixed voltage, said first fixed voltage and said second fixed voltage being unipolar relative to each other;

at least one column voltage divider for each column and at least one row voltage divider for each row, the row and column voltage dividers being responsive to the first and second fixed voltages to provide one of two selectable voltages for each column and one of two selectable voltages for each row; and

a selection circuit operatively coupled to the switching mechanism that selects one of either the first or second fixed voltages to thereby cause the column voltage divider to provide one of the two selectable voltages for each column and the row voltage divider to provide one of the two selectable voltages for each row to thereby cause the pixels or segments to be in a desired one of either transparent or a reflective state.